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Ilgenfritz **ORCHARDIST**

JUNE 1941—Vol. 3, No. 2

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PUBLISHED IN THE INTEREST
OF BETTER FRUIT
AND PROFITS FOR THE ORCHARDIST

I. E. ILGENFRITZ' SONS CO.
THE MONROE NURSERY SINCE 1847 MONROE, MICHIGAN

Ilgenfritz ORCHARDIST

JUNE, 1941

Vol. 3—No. 2

Published by
I. E. ILGENFRITZ' SONS CO.
THE MONROE NURSERY
Monroe, Michigan, U.S.A.
Editor—Raymond L. Klackle

CONTRIBUTORS' OWN OPINIONS

The opinions expressed by the writers in this publication, are their own, and are not necessarily endorsed by the publisher.

AN EDITOR BIDS ADIEU

Your Editor has, since the introduction of "The Orchardist," enjoyed in large measure the friendly discourse with you growers in all parts of the country and likes to feel that during this time many warm friendships have been established which will continue through the years ahead.

If in some matters we have not seen eye-to-eye we have nevertheless listened to each other's points of view with a receptive attitude of thought and have, I think, in the main profited from our discussions.

I have now to tell you all that this will be the last issue of "The Orchardist" which I will edit, as I leave to take up educational work for the State of Michigan in improving the quality and packaging of produce which is bought into city markets.

The new editor will be announced and I know that under his direction the little publication from which we

have had so much enjoyment, will continue to come to you packed with all the good and constructive items with which we have always tried to fill its pages.

During my years with the House of Ilgenfritz here at Monroe I have been constantly reminded of the sound theories and practices which have guided this institution thru its almost one hundred years of service to the fruit growers of this region. It is with regret that I sever this very agreeable association.

I hope that "The Orchardist" will continue to serve you thru the years and I am confident that it will.

To all the growers over the country, the State men, the packers and the market men, I want to express my appreciation for their very real help in making my job as Field Man for Ilgenfritz Monroe Nurseries, one of pleasure and progress. I have traveled far and wide over the country talking fruit with you men and this personal contact with you has been a mighty pleasant experience.

Some of you have even purchased some fruit trees from me, and again for that I thank you.

The good firm of Ilgenfritz, now in its 94th year, will continue to serve you as it always has served you. I know that you will find pleasure and satisfaction in continuing to do business with them.

So now, folks, Good Luck and Happy Days!

Sincerely,
Raymond L. Klackle

Let us help you
plan your next year's
planting, **this year!**

OUR 94th YEAR!

Shall Apple Advertising Have Voluntary or Legislative Support?

A Matter of Great Importance to All Fruit Growers

By Ken B. Crawford

It is a little hard to do a strictly impartial job of reporting on this subject of advertising of apples. As with most subjects, there seem to be two sides to this one, and the advocates of each side display so much warmth of feeling, that one who listens to them talk is likely to be swayed first one way and then the other.

Still, when you get down to figuring it out in a hard "brass-tacks" way, we must admit that something has got to be done, and done quickly, and done effectively. So the best way to get it done effectively, is the way to do it. And on sober consideration, it seems to us that the apple boys out on the coast have found the answer.

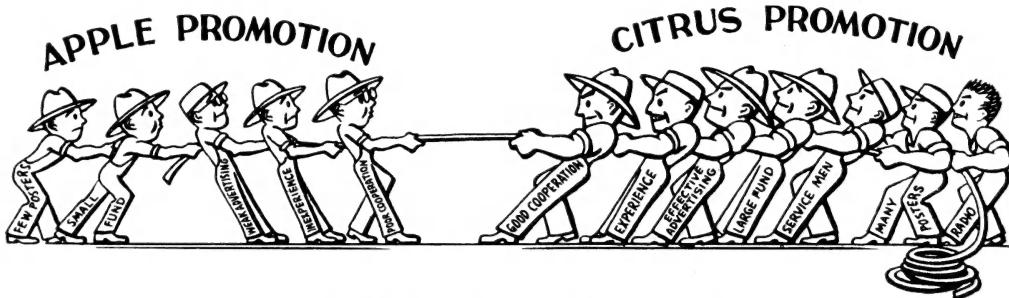
The subject of apple advertising has been receiving much serious consideration in the central fruit growing states, with probably more activity in Michigan and Ohio right now than in other states. In Michigan, a series of meetings of growers and horticultural men has been held in several towns, at which the growers have come right out in meetings and said their say. Which is good.

Only two states now have compulsory apple advertising laws, we understand,—these are Washington and Michigan. Many other states are

flirting with the idea and some action can be expected soon in several of them. Reports from Washington State are to the effect that the law as administered there has proven very satisfactory to the large majority of growers.

Several fruit growing states have voluntary advertising programs, and the proportion of growers who support these, varies from 25% in New England to 55% in certain east coast states. It is said that even before Washington had a compulsory law, they were getting about 92% voluntary cooperation,—still the growers prefer the legal method, as it makes collection simpler and assures the job being done.

In Michigan an attempt was made a few years ago to work out a voluntary organization, with the backing of some of the large growers. But not enough of the growers supported the plan, and it didn't get anywhere. The Michigan State Horticultural Society and Michigan Apple Institute asked the state legislature to provide for the promotion of their apples by a commission appointed by the governor, and supported by an assessment on all apples sold. The law was enacted and provided for collection of



Looks Like We Need More "Muscle Men!"

2 cents per cwt. or 1 cent per bushel. The commission began to function in the fall of 1939.

Opposition soon developed however, more as to method than as to purpose, and an injunction was secured in a state court, on the grounds of unconstitutionality. This injunction prevented collection of the tax on the 1940 crop. Finally the State Supreme Court reversed the earlier decision and reinstated the law, so that it is now in full effect again. There apparently will be nothing further standing in the way of the promotional program on the 1941 crop.

However, there is one point in the law which irks growers considerably, and that is the requirement to use stamps. While seeming to be a minor matter, this has aroused considerable of a tempest. So many reasons have been stated why the growers don't like stamps that it would be hard to remember them all, but the words of one grower heard at a recent meeting are expressive enough: "I'll pay the tax," he said, "but I'll be blamed if I'll lick those stamps!"

So what to do about that has not yet been decided, but it seems that until an amendment is secured the tax will have to be paid through stamps which are in some way affixed to the packages.

As it has been well known that the growers don't like stamps, meetings have been held to get the thoughts of the growers as to the best method of collecting the tax; nothing seems to have been accomplished in this line however; and it does not appear that the method can be changed now, for if the commission acted differently than the law stipulates they would probably be stopped by another injunction.

That in brief is the situation in Michigan. A word about how the commission appointed by the governor, operates, may be of interest. By the wording of the act, the five members of this commission must be practical fruit growers, citizens and residents of the state, and have obtained the bulk of their income from fruit raising for at least five years; and over twenty-five years of age. No salary is paid the members and they are allowed only such traveling expenses as are allowed to state employes. They are paid \$5 per meeting and so far have held eight meetings. C. C. Taylor, orchardist from Albion, is chairman of the commission.

Mr. Truman Nold, manager of the National Apple Institute, which has its headquarters in Indianapolis, attended these meetings and gave some very pertinent facts to the growers. Some of the figures were pretty startling to those who were not already familiar with them. For instance, he showed that whereas 90 lbs. of apples per capita were consumed in the U.S. in 1900, this figure dropped to 32 lbs. per capita in 1940. The decline was steady throughout the period, not with any sudden drop.

And to stack against these figures of apple consumption, Mr. Nold quoted figures for orange sales, which jumped from 15 lbs. per capita in 1906 to 39 lbs. in 1936. As a result,



DREAMING DOESN'T
DELIVER DOLLARS!

Apple Growers Need To Concentrate on
Re-Selling The Public on Apples.

apples which once held the leading place in the fruit business, have now dropped to second place.

Even in 1935 apples still held first place, with 38.6 lbs. against 31 lbs. for oranges. But the 1938-39 report showed oranges 38.7 lbs. and apples 32.5 lbs., and since then the orange gain, though slight has continued. The whole trend has been slow but sure. Showing that the effective advertising done for oranges by both the California and Florida growers has had its effect, not suddenly or dramatically, but none-the-less surely.

The ranking of fresh fruit in national consumption, now stands: Oranges 38.7 lbs. per person; apples 32.5; grapes 20.7; bananas 20; grapefruit 15.8; peaches 10.9; pears 6.9; strawberries 3.4; pineapples 1 lb.

It is well to remember that the Citrus Commissions are made up of experienced growers. The Florida commission was created by law in 1935. The California cooperative has long been an outstanding example of successful joint action. Florida collects 1 cent per box for sales made of oranges, 3 cents for grapefruit, 5 cents for tangerines, making a yearly total for that state alone of \$800,000.00. With this they conduct research as to health value and uses of the fruit, send out grocery service men, distribute posters, run effective publication advertising and use the radio. They do an effective job.

So it seems that the apple growers are in a spot where they are going to have to get busy, and attempt to slowly regain the lost ground. They should remember that apples have to be SOLD, just as any other products do. Consumers do not have to have apples,—I mean by that, it is possible to get along without them. But apples are a splendid fruit, or they would not for so many years have held first place in fruit sales. People naturally like them. Now strong measures must be taken to remind all people of the fine quality of apples, of their

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PLANNING SERVICE Free To Fruit Growers

If you intend to plant a new orchard area next spring or this fall, perhaps the Ilgenfritz Orchard Planning Department can be of service to you, in assisting to work out the arrangement of planting and the selection of varieties. This work can be undertaken during the present season, so that plans will be worked out well in advance.

Our experts will gladly advise you, without charge. Send us a rough diagram of the area, soil description, elevation, erosion problems if any, and type of fruits desired. Our suggestions will include selection of varieties for proper cross-pollination and of fruits best suited to your locality.

Inquiries may be sent to:

ORCHARD PLANNING DEPARTMENT

I. E. ILGENFRITZ' SONS CO.

The Monroe Nursery
MONROE, MICHIGAN

"SPRAYING"

A Subject of Many Angles

Perhaps one of the most controversial of all subjects having to do with the business of fruit growing, is "Spraying." Every orchardist nowadays realizes the tremendous importance of a proper spray program, of course. It is no longer necessary, as it used to be, to argue for spraying, as the effectiveness of such a program for the production of quality fruit has been too widely proved.

The points of controversy now, are how much, how, and when! Which still leaves quite a lot of room for argument.

In a publication such as "The Orchardist" which is read by fruit growers in different states and different strata of fruit country, in which spraying practices are different, we can only point out some of the more important general practices, leaving the details of dates, seasons and so forth for the orchardist to take up with the chemical houses which study the needs of each local section, and with the state agricultural departments which have definite facts and figures for the growers of their own states.

It is important for growers to keep continually in touch with county agents and state experiment stations, so as to be informed of special conditions to be met. When an early spring like we had this year causes the codling moth to emerge early, it may result in three broods.

Operating an orchard naturally involves a heavy permanent investment which includes land, trees, growing the trees, packing house, storage, crates, ladders, sprayers, water supply, etc. To protect this investment it behooves the orchardist to do his best possible job in insect and pest control, in order to get the largest and best crop he can and thus realize a greater percentage of profit on the investment, over the period of years of the orchard's life.

A grower may practice the most up-to-date methods of soil management, fertilization, pruning, thinning, etc., and make a large outlay for spraying materials and labor for applying them, yet if he does not use these spray materials in such a manner that they will do the job they are intended to do, he may still miss the boat.

Most studies of spraying operations and their results, seem to show that a large number of fruit growers do not get the spray material fully applied to all parts of the trees in sufficient volume. This means that the equipment may not be right or may not be used right. While there probably is no perfect spray material, yet the materials are such that they will give a high degree of control if applied to cover fully.

Many factors determine the right way to spray, timing, concentration, frequency of application, method and thoroughness. The points of timing and frequency have been pretty well worked out by the state agricultural departments and published in bulletins, but the factors of thoroughness and method of application still are up to the grower or to the equipment people, and failure in these points seems to be more frequently observed than in the other points.

Thus a grower may blame the spray materials which he has used, if results are unsatisfactory, when he should rather blame the way the materials were put on and the thoroughness of the job.

There is a marked trend now, in the control of apple scab, away from materials that cause foliage injury, to materials that cause relatively little injury but are effective if correctly used. It must be recognized by growers that these newer materials cannot be used in the same way as the older caustic materials, but must usually be applied on a little

different schedule than some of the older treatments. In other words, a change to a new material often involves a modification in schedule that must be worked out by each grower.

Growers generally understand that a method of application which may control apple scab, may not be at all adequate for controlling codling moth, one of the most pestiferous of the enemies of high production.

So during the present season, let's see more growers doing a thorough job of spraying, so that our 1941 crops will really be high.

The subject of dormant spraying, for winter application looking to next year's crop, can be mentioned briefly at this time too, as it is perhaps the least understood part of the spraying program. The use of methods developed for summer spraying can not be followed for the dormant spray. Inadequate dosage and incomplete coverage may reduce the value of the dormant application. There are now available complete instructions with reliable brands of materials which show the amounts required to

properly cover a tree, and a skimping of material in this case may be expensive in the long run.

Fred Bolton of Linton, Indiana, writing in "Hoosier Horticulture" recently, made a good point when he pointed out that good spraying of older trees is helped greatly by heavy pruning. "I would prefer one thorough spray timed right and with a sticker, to three light sprays for control of codling moth," he continued, and "Pruning helps very materially in accomplishing this."

Mr. Bolton does not apply dormant spray unless there is appearance of scale. For the control of apple scab he uses liquid lime sulphur at the rate of two gallons per hundred, the first spray being applied as soon as the green tips begin to show, and repeated with light applications every seven to ten days until blossoming. As this is caustic to foliage, many growers are now using wettable sulphurs, and as a result foliage is better. However the coverage must be thorough. The flotation sulphur

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Ilgenfritz Headquarters' Office Building at Monroe, erected more than a century ago.

PLEASE PLACE A FOR FALL

Many fruit growers are planning to plant apples, cherries, plums and pears this fall, in order to lighten the work at the busy season next spring.

We are prepared to supply high quality stock in good quantity of most wanted varieties. As deliveries are expected to be heavy, it will be of mutual advantage to growers and to ourselves, if we may have a general idea of your requirements during the summer, so that we may plan on volume required and preliminary schedule of orders.

A convenient coupon at the right is provided on which you may request quotations for fall delivery. This does not constitute an order and does not place you under obligation.

Your cooperation will be greatly appreciated.

I. E. ILGENFRITZ' SONS CO.

The Monroe Nursery

MONROE, MICHIGAN

ADVANCE ORDERS PLANTING

Apples, cherries, plums and pears may all be satisfactorily planted in the fall season. We have the quality that you want. These young trees have been properly grown, pruned to overcome dangerous crotchings, they are dug by our made-to-order mechanical digger which is more gentle than human hands, packed and shipped to come to you in first class shape. When finer fruit stock is grown, Ilgenfritz will grow it!

Use Our Planning Service

Our orchard layout service department will be glad to give you the benefit of latest research in orchard layout. If you wish this help, please send us full details of size of ground to be planted, character of soil, whether ground is level or rolling and amount of grades. This service is free and without obligation.

QUOTATION REQUEST

I. E. Ilgenfritz' Sons Co.,
Monroe, Michigan.

Please quote me without obligation, on the following nursery stock for delivery this fall. Also send your current stock and Price List.

Quantity	Variety	Size

Name

Street and No. or R. F. D.

City and State.....

More Contest Letters

In our February issue we published the results of the "FREE TREES CONTEST" which was conducted during the early winter months, and printed a few of the letters from contest entrants, in which they stated their answers in 100 words or less to the question: "I plant Ilgenfritz Better Bearing Fruit Trees because"

At this time we will publish a few more of these interesting letters:

"I prefer Ilgenfritz Better Bearing Fruit Trees because their heavy root systems, vigorous bodies and branches, full-of-vitality growing condition make for faster growers, younger and heavier bearers, with consequently more and quicker profit; added to this is the pleasure and satisfaction of an orchard not crippled by dead trees or drones, for the sturdiness of these trees gives to orchards a foundation that means success."

"I prefer Ilgenfritz Better Bearing Fruit Trees because they always prove true to name, and are healthier, hardier, grow faster and produce sooner than any trees I have ever grown in my thirty years experience as an orchardist."

"I prefer Ilgenfritz Better Bearing Fruit Trees because they are backed up by 94 years of constructive experimenting and experience. Ilgenfritz stock offers an infinite choice of varieties including the popular selling varieties of the season. Ilgenfritz are pioneers in producing and prophecying the future variety sensations in the fruit world. Ilgenfritz better bearing fruit trees have been designed to produce maximum production every year of their life. Successful results of others is excellent proof that I will have good demand for my fruit if I purchase my seed stock from the old established name."

"I prefer Ilgenfritz Better Bearing Fruit Trees because they are produced from trees of proven and selected varieties as well as individuals. A tree scientifically produced and

grown, such as the Ilgenfritz way, is a much safer investment and eliminates the shock of keen disappointment after waiting several years only to find you have something you do not want. Good blood will tell in trees as well as anywhere else. Good roots make good trees. Good trees with proper care make good fruit. Ilgenfritz trees have good roots. Why experiment? Let experiment stations do that."

"I prefer Ilgenfritz Better Bearing Fruit Trees because these trees are produced by a company which, while it is one of the oldest nurseries in the Middle West, is also the most modern and up-to-date in methods and new varieties. Their location in a cold climate permits their stock to mature and harden early, making their trees able to withstand cold winters and late frosts. Ilgenfritz have propagated and distributed many of the hardiest and most profitable varieties of fruit trees now planted by commercial growers and annually they are adding improved new varieties to their lists."

Much "Bridge-Grafting" Done

The large number of fruit trees which were bought by orchardists this spring for bridge-grafting purposes indicated the widespread damage caused by tree girdling during the past winter. We at Ilgenfritz Monroe Nursery are very gratified that we have been able to be of service in this connection. We will try to hold ourselves in readiness in other years, to provide stock for this work, should this misfortune again come to fruit growers.

In eastern lands they talk in flowers, and tell in a garland their loves and cares.—Percival.

SHOTGUN SAGA

Quoted by permission from "The Gilman Lock-Up," Cleveland, Ohio.

Early one frosty November morning three Cleveland huntsmen began what eventually seemed an unending search for a suitable woodland where they might demonstrate their skill.

From the highroads to the byroads went our three, seeking but never finding. By and large the rural gentry were just too busy getting ready for market to give encouragement.

Now, as they saw Ben turn from the weathered farmhouse door, shake his head and start back to the road, they sensed that the enthusiasm of the hunt was on the wane.

"Eighteen farms, eighteen stops . . . next thing you know it'll be lunchtime."

"Yeah, don't look like much hunting today. But what say we try once more . . . just once more."

So again they bumbled down the rutty little road. About three miles along Jim pulled the emergency, turned the switch.

"Well here we be . . . it's now or never."

The three toasted their luck and Jim with one last backward glance that bordered between hope and despair, clomped on toward destiny.

Those of the car waited patiently. They saw Jim step to a shambling porch, approach the door and knock. As the master of the domain appeared there came to Jim's eyes a wild expression of anticipation, a mounting tide of color. He was talking, gesturing, making one last valiant stand before admitting defeat. And finally, when he started back they knew he had won, that victory was theirs.

Now it was shotguns, cartridges, red caps and they were off . . . off for the hunt . . . down past the farm house, past the haystack and Jim excitedly exclaiming that he'd shoot the first critter to cross their path. So through the barnyard and around the

edge of the barn. And the gray swayback at pasture.

Jim! Jim! Stop! What the . . .

But Jim's eyes were shining, his shotgun shoulderered taking measure of the old gray mare. Ben and Charlie had seen enough. They fled toward the car, toward safety. As they ran they heard first the one barrel, then the other . . . and could picture in their mind's eye the old swayback as she acquitted her earthly obligations.

Down the road a piece, Ben and Charlie stopped. What to do? Should they return to the scene of the crime, placate Jim and reimburse the farmer? Or should they return to Cleveland and let Jim handle his own troubles. Pro and con, they finally decided on the latter course of action.

Three hours later, lodged in comfort before a roaring fire they re-surveyed the situation . . . and misgiving grew upon misgiving for after all, Jim had been their friend, a right true friend . . . and they had not stood by in his hour of need.

Suddenly, to interrupt their musings, came the telephone. At the other end of the line . . . Jim, in Medina. "Yes, you coupla so and sos . . . that was the agreement I made with the farmer . . . that we could have a day's hunting if we'd do away with his old gray mare. He just didn't have the heart to do the job himself."

Pretty Smooth

Friend: "Say, your car does run smoothly."

Driver: "Thanks, but just a minute. I haven't started the engine yet."

Flowers are love's truest language.

—Park Benjamin.

THINNING AS AN AID TO APPLE PROFITS

By Ray Klacke

The thinning of apples to improve their size, color and quality is a practice which has been followed by fruit growers for a good many centuries. Writings of ancient and medieval authorities comment on the method. Just how much actual income is gained by the practice has not yet been definitely proved, but experiments carried on by the U. S. Department of Agriculture and various state Agricultural Experiment Stations are being followed closely in an effort to arrive at definite conclusions.

That the advantage of thinning varies with different varieties has been fairly conclusively proved. This applies both to apples and peaches. In this article we will review some of the studies made in connection with apples. A similar article on peach thinning will follow.

Thinning should follow intelligent pruning. In Bulletin No. 1360 of the U.S. Dept. of Agriculture, it is pointed out that during the period from planting to bearing age, pruning is designed to make the tree strong of limb and compact in form, by cutting back certain branches and thinning out the top by removal of others. As bearing starts, this practice continues, with special relation to the development of fruit buds and fruit. "The pruner should keep constantly in mind," the Bulletin continues, "that neither fruit spurs, fruit buds, nor the fruit itself develop well in dense shade. Therefore the top should be kept sufficiently open to admit sunlight to the bearing areas." This method also distributes the weight of the crop throughout the tree, where it can be borne with least danger of breaking branches.

Under favorable conditions apple trees are likely to set a larger crop than can be matured to the size and

perfection which are most easily marketable. One reason for this is that the development of SEEDS takes more from the vitality of the tree than the development of pulp. So that a lot of small apples will take more from a tree than fewer large ones, besides giving the grower a less valuable crop.

Thinning has other advantages. It may be done when bearing is heavy, to prevent breakage of limbs. Thinning reduces activity of codling moth, whose larvae work seriously on fruits in contact with one another.

The thinning is usually done, at least on late varieties, just after the "June drop"; this "June drop" of course, is not always in June, usually occurring about four to six weeks after blossoming.

Experiments have so far proven that hand thinning is more practical than use of the shears. By grasping the stem between the thumb and forefinger, the next two fingers may grasp the apple and pull it off. This prevents pulling off clusters or spurs. The apple may be dropped through an open space in the tree or out to the side, thus avoiding bruising other fruit below. It may be desirable to use adhesive tape on the fingers until they become hardened to this work.

In Bulletin 508 of the Ohio Experiment Station, which gives a thorough survey of the subject of Apple Thinning with special Reference to Grimes and Jonathan, it is pointed out that the use of shears has slowed up the work of thinning considerably.

In thinning, authorities agree that it should be the aim to remove imperfect or insect-marred fruit, and small or knotty apples on lower inside limbs which seldom become marketable.

For thinning trees more than 12

years old, a light, well proportioned fruit ladder is generally used, and for younger trees a rigid step ladder. When necessary to climb into the trees, rubber soled shoes should be worn. By working systematically down and around a tree, a thorough and rapid job may be done.

The question of how far apart apples should be left, when thinning, has been made the subject of considerable study by the Michigan Experiment Station, and is reported in their Bulletin No. 281, issued in 1937. In this report the method of "Graduated Space" Thinning is recommended. By that is meant, apples may be left closer on heavy branches than on light branches. This method is explained in the Bulletin in more detail than we can give here, and growers who have not seen this Bulletin will do well to send to Michigan State College, East Lansing, for a copy of it.

The difference in spacing required for different varieties is also discussed.

The records of this method of thinning appear to show that the monetary returns are much greater, and

the cost is less, than for uniform space thinning.

In orchards where the tendency to alternate heavy and light crop years has not been overcome, the thinning practice naturally will be applicable chiefly in the full-crop years.

Some growers have felt that proper pruning should make thinning unnecessary, but it has not worked out that way, especially in varieties which bear fruit in clusters.

The fact that many growers are not yet convinced of the value of thinning is probably due to their not having a thorough knowledge of the most efficient methods for doing it. Market conditions govern it to some extent, of course. Unless the price differential between fruit sizes makes the growing of larger fruit profitable, there may not be much gain. But the trend being unmistakably toward more "select" products in every line of merchandising, it seems very wise for apple men to aim their efforts at producing the best fruit they can, and asking a good price for it.

SPRAYING

(Continued from Page 7)

acts well as a preventative, but if the scab is already present the lime sulphur may be necessary.

Mr. Bolton gives quite a complete schedule of the various sprays which are used throughout the season, and his article is worth a reading.

J. D. and Homer Coffing of Covington, Indiana, point out the vital necessity of reaching the tops of the trees, in another good article in April 1941 "Hoosier Horticulture." They have equipped their sprayers with a tower, and say that this makes the application of the all-important calyx top-off spray much easier and surer.

The May 1941 "News Letter" of the Illinois Hort. Society has a helpful piece on spraying, giving a chart of the amounts of liquid spray required for peach trees of varying size.

Their March issue had a chart of experimental spraying work done on Rome Beauty apples.

FLOWERS

Flowers are God's thoughts of beauty taking form to gladden mortal gaze.

—Wilberforce.

'Tis writ on earth, on leaf and flower:
Love hath one race, one realm, one
power.—Mary Baker Eddy.

There is not the least flower but
seems to hold up its head and to look
pleasantly, in the secret sense of the
goodness of its heavenly Maker.

—South.

LETTERS TO THE EDITOR

Huron Valley Fruit Farm
17080 Huron River Drive,
Romulus, Michigan. R. No. 2.
3/4/1941

Mr. Raymond L. Klackle,
Editor—"Orchardist"
Monroe Nursery,
Monroe, Michigan.

Dear Sir and Editor:

COMMENT

As one of your regular readers of "The Orchardist," I enjoy it very much and want to compliment you on this Service to the growers.

Your article on "Fire Blight and Its Control" in the February Issue was exceptionally good. You hit the nail right on the head with those Pictures showing actual conditions and the repair. That type of Article is just what we need more of. Illustrations always go over big and they develop more of a something—Working Knowledge—I guess, that we can all stand a lot of. Congratulations.

SUGGESTION

(Perhaps a delicate subject for "The Orchardist" to handle)

Let us do some Boosting for our "Michigan Apple Law," at least show some statistics on how it sold the Big 1939 Apple Crop and really put Michigan Apples before the Public. Also just what it can do for future Apple Crops, and for more and better satisfied Consumers. We wonder just why the Growers are lying down on this important Fruit-aid Law, and why some Big Dealers knocking it? Why not get to the bottom of this thing and find out who is doing the kicking and why? Could it be California or Washington money that is fighting this Law and want it re-

pealed????? Or Cull Dealers????? Commission Men????? Fruit Terminal Groups????? etc., etc. Surely our Michigan people will not object to better sizes, quality, and beautiful uniform packs, nor I am sure, will the Growers kick about paying the 1 cent per bu., to improve and advertise their own products.

I understand that a Rep. Handy (From a Fruit Section of Michigan) has introduced a Bill to repeal this 1939 Law which was just recently upheld by the Michigan Supreme Court as being ok. (We wonder why he is so interested in knocking it out?) Is it possible to find out?

Chairman Floyd E. Town, of the Agriculture Committee would like to hear from growers on this situation. Let's start some Boosting and hold the "Michigan Apple Law" right up to the letter. I am sure then that future Michigan Apple Crops will be taken care of at the right price to the Grower and with Big Smiles for the Consumers.

Let those that do not believe in Advertising speak up.

Trusting that this meets with your approval.

I appreciate "The Orchardist."

Respectfully Submitted,
Walter H. Scott

APPLE ADVERTISING

(Continued from Page 5)

many varieties (far outdistancing any other fruit in variety), their many uses, their economy, health value, deliciousness, and so forth and so forth. This is a selling job which needs to be well organized, but it can certainly be done if the proper backing is put behind it.

In the state of Ohio active work is already being done to get a law. The committee which is working on it, studied the apple laws in Washington and Michigan, the Maine potato law, Florida on citrus fruits, Idaho on potatoes and onions, New York on milk, California on pears, etc.

Growers are torn between an objection to further encroachment of government in business, and a desire to win back that portion of the fruit business which they have lost to the citrus boys. But the trend of opinion seems to be toward the view that united we stand, divided we fall, and the only way to get united is to "pass a law."

BIGGEST SEASON IN 94 YEARS

All of us at Ilgenfritz Monroe Nursery wish to extend our appreciation to the fruit growers and home owners who placed such large orders with us this year. The spring planting season of 1941 brought us the largest

single season's business of our entire ninety-four years' history. For this we are very happy and grateful.

There were considerable problems connected with this extra large volume, due for one thing to the spring weather coming so early and so fast which crowded into a few weeks the amount of work usually spread over a longer period.

On top of that, some of our "key men" have been inducted into the United States defense forces, leaving us shorthanded at a time when every hand was needed.

Nevertheless, we believe that we have served our many customers promptly and satisfactorily. If there have been any appearances of faulty service, we trust that those concerned will accept our apologies and will grant us pardon, due to the two conditions over which we had no control, as explained above.

But in general, we believe that everything went off pretty well, considering these conditions.

Thanks again, and may your growing season be as prosperous as the planting season has been busy.

PLEASE VERIFY YOUR MAILING ADDRESS

On the back cover of this issue of The Orchardist, you will find your name and address as we have it on our records. In order to assist us to have our mailing list correct, will you please check the address and let us know if any change should be made in it?

The Orchardist is sent free and without obligation, to any one interested in fruit growing and fruit selling who requests it. However, if you are not interested in it we shall appreciate it if you will let us know, so that we may remove your name.

Also, if you have friends who would like to receive The Orchardist, please send us their names and addresses and we shall gladly mail it to them.

ILGENFRITZ ORCHARDIST
MONROE, MICHIGAN

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Poughkeepsie, N.Y.

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AGENTS ARE NOW CALLING ON GROWERS :

Authorized Agents of the Ilgenfritz Monroe Nursery are now calling on fruit growers with the story of "Fruit at its Best," as produced by Ilgenfritz Better Bearing Fruit Trees. They are signing orders for fall delivery. If our Agent calls on you, we shall appreciate your consideration of him, as he is a real "service man" as well as a salesman.

PROFITABLE OPENINGS

In some sections of the country we have openings for agents who are experienced fruit men, and if you have spare time for this interesting and profitable work, we shall be glad to have you write us.

I. E. ILGENFRITZ' SONS CO.

The Monroe Nursery

MONROE, MICHIGAN, U. S. A.

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